RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 27, 1997

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Coz:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 30 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	1
12300-15112	*Light King*	1

Product / Premium Arrival:	March 24, 1997
Ship Date to Retail:	Week of: March 31, 1997
Lighters: (Item #521573)	
SKU CUBE:	1.1490
SKU WT (w/o Product):	4.1900 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$1,052.02
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/zqym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/zqym0000

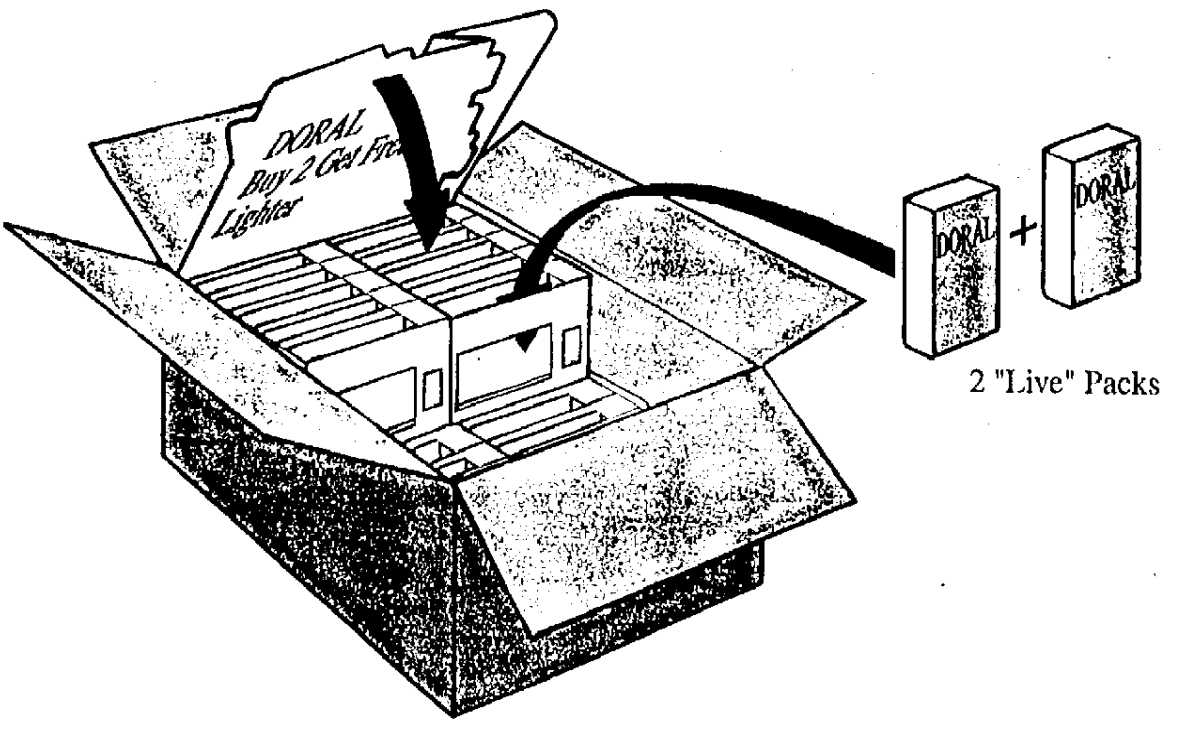
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1			047514	(716)873-7005
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162601		585023	QUEEN SHEBA'S	426 RHODE ISLAND	BUFFALO	NY	14213	1				(716)885-1677
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)881-1557
162602	162625	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)883-4255
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1				
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1				(716)883-9250
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM ROD	BUFFALO	NY	14214	1				(716)836-1314
162603	162225	764902	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY	14569	2				(716)786-2330
162602		517307	GATES CIRCLE BEVERA	1432 DELAWARE AVE	BUFFALO	NY	14209	1				(716)884-3435
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716)871-8771
162601	162629	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	NYS			(716)875-4752
162603	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716)937-9931
162603	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716)668-7545
162601	162629	396739	FAY'S LEADER DRUG	801 TONAWANDA ST	BUFFALO	NY	14207	1	NYS			(716)875-1090
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	1	NYS			(716)883-6277
162602	162629	396778	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY	14225	1	NYS			(716)632-4888
162602		397228	CHEF'S DELI, INC.	547 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS			(716)883-6645
162603	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716)683-4722
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716)895-9201
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716)674-4545
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)825-2222
162603	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716)681-8251

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 25

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 081120 BUFFALO TOBACCO PROD
VOUCHER NUMBER: 15347689 202-208 RHODE ISLAND
DATE WRITTEN: 03/25/97 BUFFALO , NY 14213
STATUS: PAID
AMOUNT PAID: 56.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/CA

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